6837947 Ver# 3 Mod# 0

Rep Order# EC'd Yes

Traffic Order# 105004

Status Confirmed

1 of

4

5004 Printed: 08/02/2012 9:23 AM Last Received: 07/31/2012 7:21 PM Showing Buylines: All Lines

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1537
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm Sales Office (Salesperson (

) PHILADELPHIA) AMY MCCREARY

Salesperson Phone# Salesperson FAX# 215-568-6540 215-568-1845

Buyer Phone#

Maura Gilroy

Fax#

Station KSNV-TV LAS VEGAS, NV.

Advertiser ().OBAMA FOR AMERICA

Product OBAM FOR AMERICA

Estimate# 1537

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44	₩ 8	32	26	25	24	2	22	21	20	14	∞	7	<u> </u>	Ln
TU-E,M	TU-F,M	TU-F,M	TU-F,M	SU	SU	SU	SU	SA	SA	TU-E,M	TU-F,M	TU-TH,SU- 430A-5A M	TU-F, M	Day
12P-1230I	11A-12P	10A-11A	9A-10A	930A-10A	9A-930A	7A-8A	6A-7A	7A-9A	6A-7A	7A-9A	6A-7A	- 430A-5A	5A-6A	Time
12P-1230P NEWS 3 AT NOON	RACHEL RAY	TODAY SHOW III	TODAY SHOW II	CHRIS MATTHEWS SHOW	NEWS 3 TODAY/WKEND	TODAY ON SUNDAY	NEWS 3 AT SUNRISE	SATURDAY TODAY	NEWS 3 AT SUNRISE	TODAY SHOW	WAKE UP WITH THE WAGNERS	WAKE UP EARLY W/THE WAGNERS	WAKE UP WITH THE WAGNERS	Program
:30	:30	:30	:30	: 30	:30	:30	:30	:30	:30	:30	:30	:30	:30	Len
\$125.00	\$100.00	\$100.00	\$150.00	\$175.00	\$125.00	\$250.00	\$1 10.00	\$175.00	\$125.00	\$250.00	\$190.00	\$50.00	\$100.00	Rate
10/02-10/08	10/02-10/08	10/02-10/08	10/02-10/08	10/07-10/07	10/07-10/07	10/07-10/07	10/07-10/07	10/06-10/06	10/06-10/06	10/02-10/08	10/02-10/08	10/02-10/08	10/02-10/08	Dates
ហ	<i></i> ග	0	10	⊭	Н	H	1	⊭	Н	10	ហ	ហ	<i>ប</i> រ 	Spots/Week
۳	Н	} >	لسو	Н	щ	Н	H	Ь	Н	↔	} .	Н	l ⊶	₩eeks
ĊΊ	ហ	10	10	1-1	Н	Н	H	}-4	بر	10	ن.	ហ	ហ ! ! !	Total Spots
\$625.00	\$500.00	\$1,000.00	\$1,500.00	\$175.00	\$125.00	\$250.00	\$110.00	\$175.00	\$125.00	\$2,500.00	\$950.00	\$250.00	\$500.00	Total Cost
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Station	KSNV-TV LAS VEGAS, NV.	S VEGAS, NV	.~	Agency ()	GMMB	Shov	Showing Buylines: All Lines	Rep Firm	,		ļ
Advertiser Product Estimate# Buyer Phone#	OBAM FOR AMERICA 1537 Maura Gilroy	AMERICA	AERICA	WASHII Agency C/P1/P2/E Flight Dates Hiatus Weeks	<u> </u>	WASHINGTON, DC 20007 P1/P2/E 95/101/1537 es 10/02/2012 - 10/08/2012 eks	2	Salesperson Phone# Salesperson FAX#	one#	AMY MCCREARY 215-568-6540 215-568-1845	28-16 CCF
Fax# LT Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	之 (P) (P) (P) (P) (P) (P) (P) (P) (P) (P) (P) (P) (P)	Total Spots	
!						1	!				
50	TU-F,M	1230P-1P	NEWS 4: THE AGENDA		:30	\$90.00	10/02-10/08	បា	н	ហ	
ს	TU-F,M	1P-2P	DAYS OF OUR LIVES		:30	\$150.00	10/02-10/08	€n	1	ហ	
57	TU-F,M	2P-3P	THE DOCTORS		:30	\$100.00	10/02-10/08	И	卢	σ	
ა ა	TU-F,M	3P-4P	DR. PHIL		:30	\$150.00	10/02-10/08	σı	ר	Cn	
S	TU-F,M	4P-5P	FIRST NEWS 3 AT FOUR		:30	\$175.00	10/02-10/08	10	H	10	
62	TU-E,M	5P-630P	EARLY NEWS		:30	\$265.00	10/02-10/08	15	ь	15	
63	SA.	5P-630P	KSNV EARLY NEWS		:30	\$200.00	10/06-10/06	Ļ.	Ь	卢	
64	បាន	830P-930P	NEWS 3 LIVE (FOLLOWING NFL)		: 30	\$450.00	10/07-10/07	Н	⊨	⊢'	
න ග	TU-F,M	630P-7P	JEOPARDY		:30	\$260.00	10/02-10/08	ហ	н	ហ	\$1,300.00
ග ග	TU-F,M	7P-730P	WHEEL OF FORTUNE		:30	\$260.00	10/02-10/08	ហ	Н	ប ា	
67	TU-F,M	730P-8P	FACE TO FACE W/ JON RALSTON		: 30	\$150.00	10/02-10/08	ហ	<u>1-1</u>	ហ	
6 80	SA	630P-7P	JEOPARDY		:30	\$175.00	10/06-10/06	н	ΙΉ	jk	
69	SA	7 P- 730 P	WHEEL OF FORTUNE		:30	\$175.00	10/06-10/06	ц	 1	1	
71	ঙ্ক	8P-10P	THE VOICE		:30	\$1,100.00	10/08-10/08	ц	H	₽	
73	TU	8P-9P	THE VOICE		: 30	\$1,100.00	10/02-10/02	۳	Н	ч	
74	TU	10P-11P	PARENTHOOD		: 30	\$900.00	10/02-10/02	Ħ	ы	ר	

Rep Order# EC'd Yes	
6837947	
Ver# 3	
Mod# 0	
Ver# 3 Mod# 0 Status Confirmed	
Traffic Order# 105004 Show	
04 Printed: 08/02/2 Last Received: 07/31/2012 7:21 PM Showing Buylines: All Lines	
Printed: 07/31/2012 7: Lines	
08/02/2012 9:23 AM : 7:21 PM	

3 of 4

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99	8	97	9	95	94	93	92	<u>1</u>	ა დ	Ω Ω	8 4	ũ	82	79	75	Ln	# 1: * 1:	
SU	SA	TU-F,M	TU-F,M	បិន	SA	TU-F,M	ns	US	SU 5 Buyline	DS	SA	SA	Ħ	TH	₩	Day	SNV-TV LAS VEGAS, N ().OBAMA FOR A OBAM FOR AMERICA 1537 Maura Gilroy	
1135P-12A	1130P-1A	1235A- 135A	1135P- 1235A	11P-1135P	11P-1135P	11P-1135P	10P-11P	930P-10P	530P-830P ne Comment:	4P-515P	9P-10P	8P-9P	10P-11P	108-118	9P-10P	Time	KSNV-TV LAS VEGAS, NV. r ().OBAMA FOR AMERICA OBAM FOR AMERICA 1537 Maura Gilroy	
SPORTS NIGHT IN LAS	SATURDAY NIGHT LIVE	LATE NIGHT W/JIMMY FALLON	TONIGHT SHOW W/ JAY I	NEWS 3 NIGHTSIDE	NEWS 3 NIGHTSIDE	NEWS 3 NIGHTSIDE	LAW & ORDER AFTER NEL	TBD AFTER NFL	SUN NT FB: SD @ N EXACTDATES N/A	FOOTBALL NIGHT IN AME	CHICAGO FIRE RPTS	SMASH (REPEATS)	DATELINE NBC	ROCK CENTER	LAW&ORDER	Program	7. MERICA	
VEGAS		NOTIA	LENO						ORLEANS	AMERICA							Agency (): 3050 K: WASHII Agency C/P1/P2/E Flight Dates Hiatus Weeks	
: 30	:30	:30	:30	:30	:30	:30	: 30	:30	:30	:30	: 30	: 30	: 30	: 30	:30	Len	¥48	
\$90.00	\$400.00	\$60.00	\$150.00	\$285.00	\$285.00	\$275.00	\$350.00	\$350.00	\$4,000.00	\$600.00	\$400.00	\$350.00	\$1,000.00	\$950.00	\$1,300.00	Rate	() GMMB 3050 K ST NW WASHINGTON, DC 20007 PL/P2/E 95/101/1537 res 10/02/2012 - 10/08/2012 reks	Č,
10/07-10/07	10/06-10/06	10/02-10/08	10/02-10/08	10/67-10/07	10/05-10/06	10/02-10/08	10/07-10/07	10/07-10/07	10/07-10/07	10/07-10/07	10/06-10/06	10/06-10/06	10/05-10/05	10/04-10/04	10/03-10/03	Dates	12	
Ч	Ъ	ζī	បា	⊢	⊱	CH	Н	Н	Η.	⊢	Н	Н	Н	Н	1	Spots/Week	Rep Firm Sales Office (Salesperson (Salesperson Phone# Salesperson FAX#	
Ъ	卢	ㅂ	 	Н	⊢ }	Н	Н	Н	Н	1-1	щ	٢	۲	۲	μ	k # of Weeks	one#	
卢	H	UI	Ci	j	13	ហ	Ь	ь	[-1	Ľ	بر	ь	H	щ	11	Total Spots) PHILADELPHIA) AMY MCCREARY : 215-568-6540 215-568-1845	
\$90.00	\$400.00	\$300.00	\$750.00	\$285.00	\$285.00	\$1,375.00	\$350.00	\$350.00	\$4,000.00	\$600.00	\$400.00	\$350.00	\$1,000.00	\$950.00	\$1,300.00	Total Cost	LPHIA CREARY -6540 -1845	
																Daypart		

ΤŢ	Estimate# Buyer Phone# Fax#	Station K Advertiser Product	Rep Order# EC'd Yes
Ln	#	n KS	rder# Yes
Day	1537 Maura Gilroy	Station KSNV-TV LAS VEGAS, NV. Advertiser ().OBAMA FOR AMERICA Product OBAM FOR AMERICA	6837947
Time	7	S VEGAS, N AMA FOR A AMERICA	Ver#
Pro		V. MERIO	ယ
Program		A	Ver# 3 Mod# 0 Status Confirmed
			Status
	Agency C/P1/ Flight Dates Hiatus Weeks	Agency (Confirmed
Len	/P2/E s	() GMMB 3050 K ST NW WASHINGTON, DC 20007	Traffic Or
Rate	95/101/1537 10/02/2012 - 10/08/201:	C 20007	Traffic Order# 105004 Sho
Dates	12		004 Printed: 08/02/ Last Received: 07/31/2012 7:21 PM Showing Buylines: All Lines
Spots/Week # of	Salespers Salespers	Rep Firm Sales Office Salesperson	Printed: 08/02/2012 9:23 AM 07/31/2012 7:21 PM Lines
100 H NE	Salesperson Phone# Salesperson FAX#	ži (i	08/02/2012 7:21 PM
Total Total	215-568-6540 215-568-1845) PHILADELPHIA) AMY MCCREARY	? 9:23 AM
Total Cost	6540 1845	PHIA REARY	

-REPORT TOTALS-

Spots/Week # of Weeks

Total Spots

Daypart

4 of

4

Report Totals: 156 / \$37,195.00

-SALES MONTHLY TOTALS-

Lines not sent/rcld/rtrn: 0 / \$0.00 Station Totals: 156 / \$37,195.00 Sales Totals: 156 / \$37,195.00 Oct 12: 156 / \$37,195.00

-COMPETITIVE-Market Totals \$123,983 CATV XXXX 14% % % KTUD KBLR % 0/0 |⊶ KVCW KINC % % O KVMY KLAS ₩ ₩ ₩

> KSNV KVVU

26% 30%

-COMPETITIVE COMMENTS-

EST SAHRES

Books Demos NOV12 RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

- CREDIT RISK -

CASH IN ADVANCE